



Sponsorship Prospectus SOLGM 2017 Annual Gala Dinner and The Marketplace

including the
2017 McGredy Winder SOLGM
Local Government Excellence Awards®
and the
Brookfields Emerging Leader of the Year Award



New Zealand Society of
Local Government Managers

About SOLGM

SOLGM is the national membership organisation for local government professionals. Our membership includes almost all local government chief executives and, in the current financial year, all councils subscribed to our Sector Good work. Our primary role is to promote and support professional management in the sector.

About the SOLGM Annual Gala Dinner and The Marketplace

The 2017 Gala Dinner and The Marketplace will be held at the Langham Hotel in Auckland on the 12th of April. We will also hold our annual Chief Executives Forum and our Aspiring Chief Executives Forum at The Langham on the same day.

In 2016 the Awards were presented at a Gala Dinner held in Wellington on 14 April 2016. Over 200 local government chief executives and senior managers, representatives from central government and other organisations with an interest in local government, as well as the Minister for Local Government and the Associate Minister for Local Government, attended this dinner. It was extensively covered by LGMagazine and SOLGM's own media channels with excellent take up.

In 2016 we also held The Marketplace. This was an exhibition space, in the same venue as the Gala Dinner, provided to councils that entered the Excellence Awards allowing them to showcase the projects they entered. The Marketplace was held during the afternoon of the 14th of April and the pre-Dinner drinks were served in The Marketplace providing exhibitors and sponsors with a very targeted audience of over 200. The Marketplace in 2017 will also be held in the afternoon prior to the Gala Dinner.

About the Excellence Awards

The SOLGM Local Government Excellence Awards®) have been running since 1989 and celebrate the very best in professional excellence in Local Government management. The Awards are open to any local authority or council controlled organisation in New Zealand. In 2016 we received 31 entries for these awards across the five categories.

About the Emerging Leader of the Year Award

The Emerging Leader of the Year Award recognises an emerging leader who has a proven track record of designing or delivering programmes, projects, processes or practices that demonstrate innovative and successful approaches with an identifiable community impact. Note: in 2016 this award was included in the Excellence Awards. In 2017 we will be promoting it as a separate award.



Why become a SOLGM Sponsor?

Get in front of the people that matter

SOLGM provides exceptional opportunities to put your organisation in front of many of New Zealand's key Local Government decision makers. Our LGConnect discussion groups and LGNewsBulletin, with approximately 7,000 to 8,000 local government subscribers, provides even more opportunities to get your brand in front of local government managers and staff.

Showcase your organisation

SOLGM sponsorship provides ideal showcases for your product and/or services and unique opportunities to talk to influential local government professionals.

Gain insights into the Local Government sector

Smart organisations know their customers and SOLGM sponsorship will provide you with valuable insight into what's currently happening in the sector.

Develop strong business relationships

Business success often comes from building strong relationships and SOLGM sponsorship provides quality opportunities to build and sustain business relationships.



Why raise your profile in the local government sector?

Local Government is a significant part of the New Zealand Economy*:

Contribution to New Zealand's GDP (Gross Domestic Product) for year ending March 2014 = 3.5% (\$8.13 billion) of the total GDP

Net worth (also known as "total public equity") for year ending 30 June 2014 = \$119.4 billion

Value of Fixed Assets for year ending 30 June 2014 = \$96.0 billion

Capital Expenditure (also known as "additions to fixed assets") for year ending 30 June 2014 = \$3.9 billion

Employed - (estimate for reporting councils excluding some CCOs year ending 30 June 2014) = 24,230 Full-Time Equivalent (FTE) staff

* Information sourced from http://www.localcouncils.govt.nz/lgip.nsf/wpg_URL/About-Local-Government-Index?OpenDocument#LocalCouncilsEconomicContributionToNew Zealand



The Six Excellence Award Categories

Innovation in Organisation and People Development

Is your local authority effectively developing its people and culture?

This category recognises innovative approaches to building an exceptional organisational culture or capability through the application of transformational leadership. Entries in this category might be multi-year programmes or one-off projects but they will involve organisational redesign, human resource management, capability development or related aspects. The approach must be capable of transfer to other local authorities.

Transforming Service Delivery

On-going fiscal constraints, increasing regulatory standards and increasing community expectations on the part of our communities are challenging us to find new ways of delivering a better service experience.

This category is for programmes or projects that result in an exceptional service experience through innovative delivery models or the redesign of business processes or practices. The programme or project can relate to any area of council activity which is about delivering improved value for money to ratepayers. The approach must be capable of transfer to other local authorities.

Innovation in Council-Community relations

Are your council's community relationships delivering results?

This award recognises programmes, projects or initiatives that demonstrate outstanding results through innovative means of community engagement or community empowerment. Entries may come from any area of local government activity, but must have community engagement, empowerment, or partnership as a key aspect. Entries may include successful collaboration with private or community organisations. The approach taken must be transferable to other local authorities.

Collaborative Government Action

What benefits has your community achieved through your council working with other local or central government agencies?

This award recognises outstanding results that have been achieved through local authorities working with other government agencies. This category could include programmes or projects from any area of local government activity, provided there is a demonstrable community benefit, and the approach is transferable to other local authorities.

Innovation in Policy and Regulatory Development

Is your policy development or regulatory development cutting edge?

This award recognises the development of robust and effective evidence-based policy or local regulatory initiatives. Any policy, plan or regulatory initiative is eligible for this award. Entrants will be expected to clearly demonstrate their initiative was based on the application of the principles of effective policy or regulatory design and implementation, development of an evidence base and that the initiative is transferable to other local authorities.

Innovation in Asset Management

How do you get the best performance from your assets?

This category, new for the 2017 awards, recognises procedures, planning or practices that demonstrate innovative approaches to the management of assets. For example this might be an excellent infrastructure strategy or asset plan, an innovative approach to demand management, a new use of technology, or the innovative use or creation of asset related data. The entry must be capable of transfer to, or adoption by, other local authorities. Submission of constructed projects will not, in themselves, meet these criteria.

SPONSORSHIP PACKAGES AVAILABLE

Excellence Award's Supreme Award Sponsor

One available - \$ 10,000 +GST

- Naming rights as Supreme Award sponsor which is acknowledged in the printed Gala Dinner programme, regularly on screen during the Gala Dinner and on the actual Award (for sponsorship agreed prior to 3 March 2017)
- The opportunity to promote your organisation in a 5 minute speaking spot as presenter of the Supreme Award
- Four complimentary tickets to the Gala Dinner and the opportunity to host a table (hosting to be confirmed by 3 March 2017)
- Your logo, a brief (100 words max) organisation summary and a link to your own website in the Gala Dinner and Excellence Awards information on our website and in our mid-year issue of Pulse e-magazine
- The opportunity to provide a full page advertisement for inclusion in the post-Gala Dinner issue of Pulse.

Excellence Award's Category Award Sponsor

Three available (THREE SOLD) - \$ 5,000 +GST each

- Naming rights as Category Award sponsor which is acknowledged in the printed Gala Dinner programme, regularly on screen during the Gala Dinner and on the actual Award (for sponsorship agreed prior to 3 March 2017)
- The opportunity to promote your organisation in a 2-3 minute speaking spot as presenter of the Category Award
- Two complimentary tickets to the Gala Dinner and the opportunity to host a table (hosting to be confirmed by 3 March 2017)
- Your logo and a link to your own website in the Gala Dinner and Excellence Awards information on our website and in our mid-year issue of Pulse e-magazine

EMERGING LEADER OF THE YEAR AWARD SPONSOR

One available - \$ 6,500 +GST each

- Naming rights as Award sponsor which is acknowledged in the printed Gala Dinner programme, regularly on screen during the Gala Dinner and on the actual Award (for sponsorship agreed prior to 3 March 2017)
- The opportunity to promote your organisation in a 2-3 minute speaking spot as presenter of the Emerging Leader Award
- Two complimentary tickets to the Gala Dinner and the opportunity to host a table (hosting to be confirmed by 13 March 2017)
- Your logo and a link to your own website in the Gala Dinner and Excellence Awards information on our website and in our mid-year issue of Pulse e-magazine

The Marketplace Sponsors

\$ 1,200 +GST each (maximum of 6 available)

- Booth in The Marketplace exhibition space.
- One complimentary ticket to the Gala Dinner
- Your logo and a link to your own website in the Gala Dinner information on our website
- Your organisation's logo included in The Marketplace electronic display screen rotation

NOTE: In terms of Sponsorship Agreements sponsorship of The Marketplace is separate from any sponsorship of the SOLGM Local Government Excellence Awards or the Emerging Leader of the Year Award.

THE MARKETPLACE EXHIBITION SPACE

The Marketplace will be held in the Great Room, The Langham. We will be aiming to have approximately 20 booths available for exhibiting councils and up to 6 booths available to sponsors. The booth spaces will measure approximately 1.2m x 2.4m. Sponsors will be able to furnish and brand the booth walls to suit.





What's next?

If one of these sponsor packages is of interest or you would like to discuss other SOLGM sponsorship opportunities please contact our office.

Contact

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